



WKXW-FM
Community Outreach Report
Q2 2015

Following is a listing of some significant issues responded to by the Station WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **April 2015 through June 2015**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

Issue/Event: 1-800-Got-Junk Toy Drive

Date: Friday, April 17, 2015

Time: 10:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the 1-800-Got Junk Toy Drive, which took place during a live broadcast in front of Stage Left Restaurant in New Brunswick, NJ. The purpose of the drive is to collect gently used plastic toys to be delivered to local kids in need. Event was attended by NJ 101.5 Director of Promotions, Ray Handel.

Issue/Event: Millburn-Short Hills Street Fair

Date: Sunday, April 19, 2015

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Millburn-Short Hills Street Fair. The purpose of the event was to provide a fun and free event for the community to attend complete with activities for the whole family. Local businesses and vendors also participated in the street fairs activities. Event was attended by NJ 101.5 Promotions Coordinator, Mike Hildebrandt.

Issue/Events: March of Dimes (two separate locations)

Date: Sunday, April 26, 2015

Time: 8:00 am

Duration: 2 hours per location, 4 hours total (two separate locations on the same day, same time frames)

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the March of Dimes Baby Walk in West Windsor, NJ and Clinton, NJ. The purpose of the March of Dimes is to raise awareness and help support moms have full-term pregnancies and healthy babies, and to assist families if something does go wrong. One of the walks was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt, and the other by NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: NJCASA 5K Run

Date: Saturday, May 2, 2015

Time: 9:00 am

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the New Jersey Coalition Against Sexual Assault's (NJCASA) 5K Run. The purpose of the walk is to spread awareness and assist victims of sexual assault. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Lupus Foundation Walk 5k

Date: Saturday, May 9, 2015

Time: 8:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Lupus Foundation Walk 5k at Met Life Stadium in East Rutherford, NJ. The walk was hosted by the Lupus Foundation of America, a not-for-profit organization with the mission to help and improve the

quality of life for all people affected by Lupus. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/ Event: Bike MS Coast the Coast

Date: Saturday, May 16, 2015

Time: 8:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Bike MS Coast the Coast kick-off at Monmouth University in West Long Branch, NJ. The purpose of the event is to support the National MS Society and raise money to support research as well as raise awareness of Multiple Sclerosis. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Red Bank Riverfest 2015

Date: Sunday, May 31, 2015

Time: 1:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted community fair by announcing the event on air and by attending Riverfest 2015 at Marine Park in downtown Red Bank, NJ. The purpose of the fair was to provide a fun day for the community with a day of rides, food vendors, live entertainment and more. Fair was free to attend. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: "American Politics and Journalism" class at Hunterdon Central High School

Date: Friday, June 5, 2015

Time: 8:44 am

Duration: 60 minutes

Description of Program/Event: NJ 101.5 Statehouse Correspondent Kevin McArdle spoke before Darrell DeTample's "American Politics and Journalism" class at Hunterdon Central High School. Kevin covered a variety of topics including the many ethical situations he's faced as a reporter working in Trenton, how to cover government, the state of journalism and the impact of social media and bloggers on the industry. Kevin also covered how he got started as a reporter and what students can do to break into the business.

Issue/Event: NJ Sharing Network 5k

Date: Sunday, June 7, 2015

Time: 8:00 am

Duration: 1.5 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the New Jersey Sharing Network 5k in New Providence, NJ. The purpose of the 5k is to raise awareness and funding to support the need for organ donations. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Somerville Street Fair

Date: Sunday, June 7, 2015

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Somerville Street Fair. The purpose of the fair was to provide a fun day for the community, along with vendors, rides, live entertainment and more. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: Special Olympics Opening Ceremonies

Date: Friday, June 12, 2015

Time: 7:00 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by broadcasting live from the College of New Jersey for the Special Olympics New Jersey Summer Games. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: Strike Out Hunger

Date: Tuesday, June 23, 2015

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air and by attending the Strike Out Hunger event at the Grounds for Sculpture in Trenton, NJ. The purpose of the event was to package meals for needy children in the Mercer County area. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.